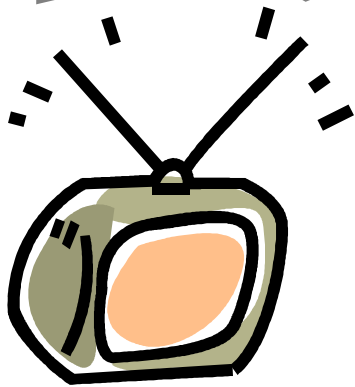


# Eat to be Fit

## Does the Media Influence You?



### Do You Know ...

media such as television, radio, and magazine advertisements may influence how you see yourself and/or the food choices you make?

**The media is a powerful force, in fact ...**

- By age 21, the average person will have watched one million TV commercials not surprising considering the average person watches 4-5 hours of television per day.
- About one out of every four commercials sends an "attractiveness message," telling viewers what is or is not attractive.
- The average teen sees more than 5,260 "attractiveness messages" per year.
- Schools around the country have partnered with food companies — they advertise food products in exchange for money.
- Popular celebrities are often hired to endorse food products to increase their appeal (Example: Michael Jordan for McDonald's).
- TV and movie companies partner with food companies in advertising products (Example: Scooby Doo and Lunchables).



*Want to take back  
the power for yourself?  
Read on ...*

## Think the media doesn't influence you? **Take this quiz ...**

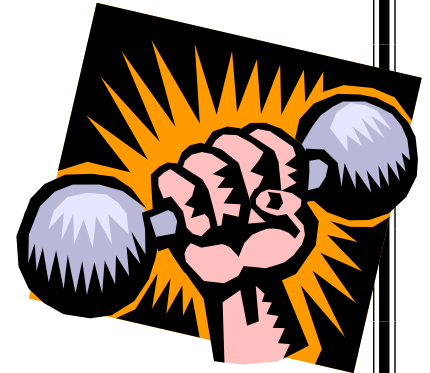
Of the following advertising jingles, name the products/companies that are associated with each:

- \_\_\_\_\_ I'm Lovin' It
- \_\_\_\_\_ M'm, M'm good
- \_\_\_\_\_ It's the real thing
- \_\_\_\_\_ Have it your way
- \_\_\_\_\_ Do the Dew
- \_\_\_\_\_ Finger lickin' good
- \_\_\_\_\_ They're magically delicious

How did you score? Does the media influence you?

**Answers:** McDonald's, Campbell's Soup, Coca-Cola, Burger King, Mountain Dew, Kentucky Fried Chicken, Lucky Charms

## **What can you do?** ***Take back the power!***



### **Start questioning media messages:**

- Is that advertisement a reflection of reality? NO!
- What is the purpose of that advertisement? To sell a product.

### **Take action to promote healthier messages**

- Write a letter to an advertiser—a positive letter if their ad supports healthy choices and a negative letter if it does not.

### **Speak through your purchasing power**

- Spend your money on products that are healthy and support healthy attitudes.

### **Arm yourself with accurate information**

- Learn as much as you can about healthy eating
- Count the number of "junk food" commercials vs. "healthy food" commercials—don't passively receive this information any more!!

### **Want More Info on the Media?**

Center for Media Literacy: <http://www.medialit.org/>

Teen Health and the Media: *Body Image and Nutrition:*  
<http://depts.washington.edu/thmedia/view.cgi?section=bodyimage>